



PTO/SB/17 (11-01)  
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# FEE TRANSMITTAL for FY 2002

Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 370.00

## Complete if Known

|                      |                       |
|----------------------|-----------------------|
| Application Number   | 08/813,852            |
| Filing Date          | March 7, 1997         |
| First Named Inventor | Rodney L. Dockery     |
| Examiner Name        | F. Bartuska           |
| Group Art Unit       | 2167                  |
| Attorney Docket No.  | 58569/P001US/10007125 |

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account

Deposit  
Account  
Number

06-2380

Deposit  
Account  
Name

Fulbright & Jaworski L.L.P.

The Commissioner is hereby authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments

☐ Charge any additional fee(s) during the pendency of this application

☐ Charge fee(s) indicated below, except for the filing fee

to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING FEE

| Large Entity |          | Small Entity |          | Fee Description        | Fee Paid |
|--------------|----------|--------------|----------|------------------------|----------|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |                        |          |
| 101          | 740      | 201          | 370      | Utility filing fee     |          |
| 106          | 330      | 206          | 165      | Design filing fee      |          |
| 107          | 510      | 207          | 255      | Plant filing fee       |          |
| 108          | 740      | 208          | 370      | Reissue filing fee     |          |
| 114          | 160      | 214          | 80       | Provisional filing fee |          |
| SUBTOTAL (1) |          |              |          |                        | (\$ 0.00 |

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

|                    | Extra Claims | Fee from below | Fee Paid |
|--------------------|--------------|----------------|----------|
| Total Claims       |              | x              |          |
| Independent Claims |              | x              |          |
| Multiple Dependent |              |                |          |

| Large Entity |          | Small Entity |          | Fee Description  |
|--------------|----------|--------------|----------|--|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |  |
| 103          | 18       | 203          | 9        | Claims in excess of 20                                     |
| 102          | 84       | 202          | 42       | Independent claims in excess of 3                          |
| 104          | 280      | 204          | 140      | Multiple dependent claim, if not paid                      |
| 109          | 84       | 209          | 42       | ** Reissue independent claims over original patent         |
| 110          | 18       | 210          | 9        | ** Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ 0.00

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

| Large Entity |          | Small Entity |          | Fee Description  |
|--------------|----------|--------------|----------|--|
| Fee Code     | Fee (\$) | Fee Code     | Fee (\$) |  |
| 105          | 130      | 205          | 65       | Surcharge - late filing fee or cover sheet                                 |
| 127          | 50       | 227          | 25       | Surcharge - late provisional filing fee or cover sheet                     |
| 139          | 130      | 139          | 130      | Non-English specification  |
| 147          | 2,520    | 147          | 2,520    | For filing a request for ex parte reexamination                            |
| 112          | 920*     | 112          | 920*     | Requesting publication of SIR prior to Examiner action                     |
| 113          | 1,840*   | 113          | 1,840*   | Requesting publication of SIR after Examiner action                        |
| 115          | 110      | 215          | 55       | Extension for reply within first month                                     |
| 116          | 400      | 216          | 200      | Extension for reply within second month                                    |
| 117          | 920      | 217          | 460      | Extension for reply within third month                                     |
| 118          | 1,440    | 218          | 720      | Extension for reply within fourth month                                    |
| 128          | 1,960    | 228          | 980      | Extension for reply within fifth month                                     |
| 119          | 320      | 219          | 160      | Notice of Appeal   |
| 120          | 320      | 220          | 160      | Filing a brief in support of an appeal                                     |
| 121          | 280      | 221          | 140      | Request for oral hearing   |
| 138          | 1,510    | 138          | 1,510    | Petition to institute a public use proceeding                              |
| 140          | 110      | 240          | 55       | Petition to revive - unavoidable   |
| 141          | 1,280    | 241          | 640      | Petition to revive - unintentional   |
| 142          | 1,280    | 242          | 640      | Utility issue fee (or reissue)   |
| 143          | 460      | 243          | 230      | Design issue fee   |
| 144          | 620      | 244          | 310      | Plant issue fee  |
| 122          | 130      | 122          | 130      | Petitions to the Commissioner  |
| 123          | 50       | 123          | 50       | Processing fee under 37 CFR 1.17(q)  |
| 126          | 180      | 126          | 180      | Submission of Information Disclosure Stmt                                  |
| 581          | 40       | 581          | 40       | Recording each patent assignment per property (times number of properties) |
| 146          | 740      | 246          | 370      | Filing a submission after final rejection (37 CFR 1.129(a))                |
| 149          | 740      | 249          | 370      | For each additional invention to be examined (37CFR 1.129(b))              |
| 179          | 740      | 279          | 370      | Request for Continued Examination (RCE)                                    |
| 169          | 900      | 169          | 900      | Request for expedited examination of a design application                  |

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 370.00

## SUBMITTED BY

Name (Print/Type) R. Ross Viguet

Registration No. 42,203  
(Attorney/Agent)

## Complete (if applicable)

Telephone (214) 855-8185

Signature

R. Ross Viguet

Date

March 28, 2002

## Fee Transmittal

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EL315090650US, in an envelope addressed to: Box RCE, Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: March 28, 2002

Signature:

Rita Carr

(Rita Carr)

# SALLY<sup>®</sup> BEAUTY COMPANY, INC.

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To Whom It May Concern:

I just thought I would write a brief message to let you know how pleased we have been with the promotional magazine programs Dockery House Publishing has provided us. We at Sally are particularly pleased with the coupon redemption rate. In some instances it has reached as high as 10% when a general interest article incorporates a product and includes a coupon. This makes Dockery House Publishing's promotional magazines exceptionally valuable to Sally.

We believe the increased coupon redemption rate is a result of the way Dockery House Publishing provides product placement and corresponding coupons in general interest articles. Moreover, I believe this approach results in an article that does not appear to be an advertisement. This maintains the products' credibility in the eyes of the reader.

Accordingly, Sally will continue to purchase promotional product magazine programs from Dockery House Publishing so we can take advantage of this promotional technique.

Sincerely,

Judy Cole  
VP Advertising/Public Relations